

2004 Visitor Results Are In

The Institute for Tourism and Recreation Research (ITRR) released its findings for the 2004 profiles for nonresident travel in Montana. ITRR reported that Montana hosted 9.8 million visitors in 2004, an increase of 1.3% from the 9.67 million visitors in 2003. Those visitors spent approximately \$1.95 billion in 2004, with an average expenditure of \$120.03 per day. This is an increase of 4.5% from the \$1.87 billion visitors spent in 2003, with an average expenditure of \$116.11 per day.

Betsy Baumgart, Montana Promotion Administrator states that, "After experiencing relatively no increase of individual non-resident visitors in 2003, this is good news!" She added, "The Montana Promotion Division continues to measure its success more by increased expenditures into the communities, than by the total number of visitors. Tourism continues to be Montana's leading and fastest growing industry."

According to ITRR, in 2004, nonresident visitors directly supported 29,250 jobs, for an annual payroll of

\$429 million. In 2003, nonresident visitors directly supported 27,640 jobs, for an annual payroll of \$413 million. For more information on the economic and visitation estimates for 2004, log on to www.itrr.umt.edu/economicest.htm.

Alternative Scenic Route For Beartooth Travelers

Montana travelers can still drive between Red Lodge, Cooke City and the northeast entrance of Yellowstone National Park on a National Scenic Highway, despite the partial closure of the famed Beartooth Highway.



The Chief Joseph Scenic Highway links the Montana communities and the park with a nationally recognized route noted for its unique beauty. In addition, this

route takes approximately the same travel time to drive as going over the Beartooth.

The Beartooth Highway communities are working with various local, state and federal partners to get the word out about the alternative route, as well as events and attractions in their communities. The following websites provide updated Beartooth Highway and community information:

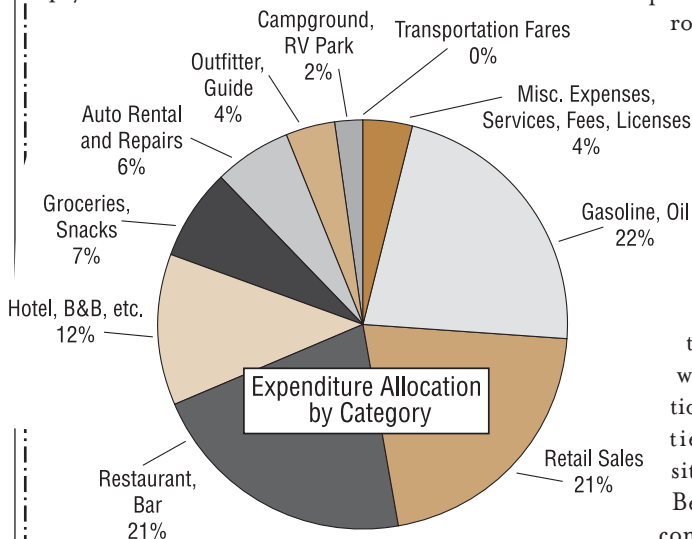
www.visitmt.com (under the "Top Stories" section)
www.redlodge.com/bthighway
www.mdt.state.mt.us/travinfo/beartooth
www.redlodge.com/bthighway/Bthwy_trip.pdf
www.yellowstone.visitmt.com

Please share this information with your visitors, families and friends, along with other Montana businesses.

Vacation Guide + Travel Planner = Montana Vacation Planner

Travel Montana is creating a new tourism guide called the *Montana Vacation Planner* (MVP) for 2006. This new 166-page full-color guide will combine information found in the current Montana Vacation Guide and Montana Travel Planner into one easy-to-read format that will appeal to both visitors and advertisers. Bev Clancey, Publications Manager for the Montana Promotion Division, states "The full color guide will offer much more to our visitors in content and visual appeal giving more value to the advertiser."

The MVP will contain more content on the cities and attractions, as well as fun facts, history, culture, adventure and scenic drives. It will also provide the opportunity for advertisers to select one of five display sizes for advertising. The MVP will continue to offer one free line listing to lodging facilities and tourism services, as in the previous guides; however, a facility tax ID is still required for the listing if applicable. Bev expects over 450,000 planners to be distributed worldwide in 2006, providing "great exposure for your advertising dollar." The deadline for reserving your ad space in the new Montana Vacation Planner is August 1, 2005. If you have any questions, please contact Bev at 406-841-2898 or bclancey@mt.gov.



Crisis Communication Training Materials Available

About 35 people attended the Crisis Communication Workshop organized as part of the June 2005 Tourism Advisory Council meeting in Big Sky, MT. The workshop provided instruction and discussion regarding the development and implementation of a crisis communication plan. The checklists and reference material from the workshop are posted on the Montana Promotion Division's Intranet site. You can access these materials at www.travelmontana.mt.gov/crisismanagement.

Council Members Appointed

On June 15th, Governor Schweitzer appointed 26-members to the Montana Film and Television Advisory Council in a ceremony at the capitol. The Council is charged with promoting the Big Sky on the Big Screen, and was formed by Executive Order. Council members, along with the Montana Film Office (MFO) and the Montana Department of Commerce will be working as ambassadors, promoting Montana in Hollywood, CA, according to MFO Manager, Sten Iversen. The Council is composed of individuals with a diverse background including producers, actors, directors, general managers and film educators throughout Montana. For more information on the Council, go to www.montanafilm.com/newsupdate.htm.



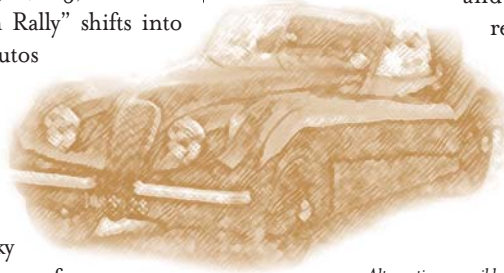
Affordable Meetings West

Marlee Iverson of Travel Montana recently attended HSMAT's Affordable Meetings West in San Jose, CA. The two-day show generated interest in Montana and those leads are available at www.travelmontana.mt.gov/OURPROGRAMS/MeetingsConventions.asp. If you have not received your password to access the leads, contact Marlee at miverson@mt.gov or 406-841-2895.

Classic Cars Across Montana

From September 11-16, 2005, the first annual "Going to the Sun Rally" shifts into gear. This tour of vintage autos starts off in Red Lodge, MT and will wind its way through both Yellowstone and Glacier National Parks, Virginia and Nevada City, and along the Rocky Mountain Front in the course of the six days.

The event will feature up to 30 teams in cars built in 1969 or earlier, including a 1956 Jaguar XK1, a 1968 Karman Ghia, and a 1963 Corvette. During the 1,000-mile road trip across Big Sky Country, the teams will raise money for nonprofit groups including the Montana Highway Patrol Fallen Officers Fund, an environmental grant and scholarships for Vo-Tech and Native American high school students. For more information on the Rally or sponsorship opportunities, log onto www.goingtothesunrally.com or call 888-458-5443.



Well Done Whitefish

Congratulations Whitefish, Montana, for being named one of the "Cities Some Operators Visited for the First Time in 2004" by the American Bus Association (ABA) and Destinations Magazine's 2005 Best and the Rest Survey! Each year ABA surveys its tour operators to find out the most popular up-and-coming group destinations, as well as popular cities, group activities and much more. This year, Whitefish was recognized as a hot spot for group tours along with seven other city destinations around the United States and Canada. They reported they liked what they saw and plan to keep coming back. Way to go Whitefish!

Alternative accessible formats of this document will be provided to disabled persons on request.

Calendar of Events

July

- 1-5 SATW Freelance Council Meeting, Missoula, MT
- 4 Independence Day—Office closed

August

- 1 Deadline for TIIP Applications
Deadline for CTAP Applications

*For all of the latest Montana tourism industry information log on to:
travelmontana.mt.gov*



Travel Montana • Montana Film Office
Montana Department of Commerce

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